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MEDIAN HOUSEHOLD INCOME

\$83,973

36,854

Fastest growing in the state!

BEST
2016 SMALL CITY in America

Control

Contro



The key to our successful events is **YOU**.

The City of Westfield is committed to redefining government by demonstrating integrity and fiscal stewardship, while providing quality service to our community and creating a safe environment for growth, fostering partnerships, economic opportunities and recreational activities. The Parks and Recreation Department is devoted to helping Westfield and its citizens grow by connecting people to the natural world, to each other, and to fun, physical and social opportunities.

We will host over 25 great events this year, but none of them would be possible without the support of our business partners. In 2017, we are offering you the opportunity to be part of our traditional favorites and a few new events, including Daddy Daughter Dance, Touch a Truck, National Trails Day, and Barktoberfest.

Because our events are not funded by any tax dollars, your financial support not only ensures the best possible events, it also contributes to the quality of life that makes Westfield the single fastest growing city in the state and the recently voted best small city in America.

I know that you, as a business person, also want to ensure the best return for your sponsorship investment. That's why we work hard to develop diverse sponsorship benefits at multiple donation levels. Please take a look at our event guide and sponsorship opportunities. We are more than happy to create custom sponsorships specific to your business and marketing needs.

Don't miss out on these great opportunities to reach tens of thousands of Westfield residents and visitors through a partnership with Westfield Parks and Recreation in 2017. If you have any questions, please do not hesitate to contact me.

Sincerely,

Peter Erotas
Community Outreach Manager
Westfield Parks & Recreation
317-804-3183
perotas@westfield.in.gov
2728 E. 171st Street
Westfield, IN 46074

ARBOR DAY TREE CITY USA

APRIL 22

Westfield Parks and Recreation has an aggressive plan to grow our urban forest, but we cannot do this without our corporate partners.

We have already planted more than 5,000 trees throughout the City of Westfield at Arbor Day Events and given away over 4,500 seedlings since 2007. None of this would have been possible without the generosity of our business community. Your sponsorship dollars will go directly to planting new trees in Westfield Parks and along the Monon Trail in 2017.

This is our 11th annual Arbor Day Tree Giveaway at Asa Bales Park. Arbor Day provides a great opportunity for your company to support Westfield's green efforts as we pass out hundreds of tree seedlings to the community and plant new trees.

Help improve the quality of life for everyone who lives and works in Westfield!



SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR

• Exclusive Sponsorship Opportunities Available

GREEN LEVEL SPONSOR \$1,500

- Logo inclusion on event flyers
- Logo inclusion on 500 planting instruction cards
- Logo on event website
- Spotlight on social media and digital marketing
- · Acknowledgment at event
 - Logo featured on event ad in Our Westfield Washington Network Guide (OWWN), a direct mail reaching over 28,000 residents in Hamilton County (deadline 3/1/17 for summer issue)



APRIL 29

Parks and Recreation is hosting Westfield's Annual Daddy Daughter Dance. This popular event gives fathers the opportunity to spend an unforgettable time with their daughters. Your time will fly by as we have dancing, photography, beverages, and food for all! We will also have fun age appropriate activities for all ages.





SPONSORSHIP OPPORTUNITIES

KINGDOM SPONSOR \$1,000

- Red Carpet backdrop
- Logo on photo booth prints
- Logo on roadside banners (seen by over 140,000 a day)
- Logo featured on event ad in Our Westfield Washington Network Guide (OWWN), a direct mail reaching over 28,000 residents in Hamilton County (deadline 3/1/17 for summer issue)
- Spotlight on social media and digital marketing
- Logo on event flyers
- · Logo link on event website

ROYALTY SPONSOR \$500

- Acknowledgement signage as you enter the ballroom
- Spotlight on social media and digital marketing
- Logo on event website

NOBILITY SPONSOR \$250

- Spotlight on social media and digital marketing
- Listing on event website
- Acknowledgement at sponsored area



A brand new event this year that gets people out on our city's vast and beautiful trails.

In this fun event participants will explore our trails while competing with each other for fun "treasure" on the trails. The "hunters" will receive only hints on our social media as to where on the trails our treasure could be. This will be a great opportunity for everyone to experience and learn more about our trails.





SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR \$1,000

- Large logo on event t-shirts
- Exclusive signage
- · Spotlight on social media and digital marketing
- · Logo link on event website

TREASURE SPONSOR \$250

- · Small logo on event t-shirts
- · Signage at sponsored trail area
- · Spotlight on social media



This is a great event for families that have young explorers. It offers the opportunity for kids and adults to climb, explore, and touch all varieties of trucks, heavy machinery, emergency response vehicles, and many other vehicles. What makes this event absolutely impactful on the youth is the opportunities they have to talk with the truck drivers and owners who use these vehicles to build and support our community.



SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR \$1,000

- Logo on roadside banners (seen by over 140,000 a day)
- Logo featured on event ad in Our Westfield Washington Network Guide (OWWN), a direct mail reaching over 28,000 residents in Hamilton County (deadline 3/1/17 for summer issue)
- Logo on event flyers
- Support spotlight on social media and digital marketing
- · Logo link on event website

MONSTER TRUCK SPONSOR \$500

- · Logo on event hardhats
- Support spotlight on social media and digital newsletter
- Logo on event website

OFF ROAD SPONSOR \$250

- · Spotlight on social media and digital media
- Logo on event website
- Opportunity to provide activities at event crafting stations



Westfield Rocks the Fourth is Westfield's largest and most popular community event. Now in its 9th year, our City celebration of America's independence is a free festival that features live entertainment, food and beverage vendors, and fun activities for the entire family. Westfield Rocks the Fourth will again be in Grand Park to accommodate the ever-growing crowds.

- · Spectacular fireworks display
- · Local and regional entertainment on the Main Stage
- · Headliner Car Show
- · Huge kids' area with bounce houses, games, and crafts
- Diverse array of food and beverage vendors
- · Beer and adult beverages
- · Marketplace vendors
- · Sponsorship booths
- VIP Area
- Teen and Adult Zone



25,000 Expected to Attend!

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR





PATRIOT SPONSOR \$2,500

- · Medium logo on event website
- Medium logo on event signage, posters, and all materials
- Medium logo featured on event ad in Our Westfield Washington Network Guide (OWWN), a direct mail reaching over 28,000 residents in Hamilton County (deadline 3/1/17 for summer issue)
- Logo on event posters
- Booth at event
- · Spotlight on social media and digital media
- Main stage acknowledgement

Executive Level Sponsorships Available*

- Fireworks
- Entertainment
- Teen and Adult Zone
- Misting Stations [SOLD OUT]
- · Zip Line
- · Ice Skating

LIBERTY SPONSOR \$1,500

- Booth at event
- · Small logo on, posters, and other materials
- Listing featured on event ad in Our Westfield Washington Network Guide (OWWN), a direct mail reaching over 28,000 residents in Hamilton County (deadline 3/1/17 for summer issue)
- · Spotlight on social media and digital media
- Main stage acknowledgement

COLONIAL SPONSOR \$1,000

- · Main stage acknowledgement
- Listing on event day signage
- Spotlight on social media and digital media



In its eigth year back at Grand
Park, this year will be bigger
than ever. The Westfield Rocks
the 4th Headliners Car Show draws
car enthusiasts and collectors
from across the region to show off
collections and inspire the next
generation of motor enthusiasts.



SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR





PLATINUM SPONSOR \$1,500

- · Small logo on Car Show entrance flag
- · Listing on promotional flyers
- Car Show stage acknowledgement
- Booth space in Car Show area
- Spotlight on social media and digital marketing
- · Logo on event website

GOLD SPONSOR \$1,000

- Listing on Car Show entrance flag
- Car Show stage acknowledgement
- Booth space in Car Show area
- · Spotlight on social media and digital marketing
- Listing on event website

SILVER SPONSOR \$500

- Car show stage acknowledgement
- Spotlight on social media and digital marketing



Back for a third year, **Amigos de Westfield** highlights our city's growing Latino culture with food, music, dance, and games!

"Westfield's events don't just bring the community together—they create community. The Parks and Recreation Department provides opportunities that give you the chance to create valuable connections with residents and visitors alike."

Mark Heirbrandt, Hamilton County Commissioner

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR*

• Exclusive Sponsorship Opportunities

ENRICHING CULTURE SPONSOR \$1,500

- · Large logo on event website
- Logo featured on event ad in Our Westfield Washington Network Guide (OWWN), a direct mail reaching over 28,000 residents in Hamilton County (deadline 7/1/17 for fall issue)
- Logo on event day signage and on all printed materials
- Logo on roadside banner (seen by over 144,000 a day)
- Spotlight on social media and digital marketing
- Booth space

CELEBRATING DIVERSITY SPONSOR \$500

- · Small logo on festival flyer
- · Logo on event day signage
- Booth space
- · Spotlight on social media and digital marketing

EMBRACING HERITAGE SPONSOR \$250

- Acknowledgment from the stage
- Spotlight on social media and digital marketing
- · Listing on website



TITLE SPONSOR*

• Exclusive Sponsorship Opportunities

TROPHY SPONSOR \$1,500

- Exclusive to one Sponsor
- Logo on tournament trophy
- · Signage on event day at tournament
- · Logo on event website
- Spotlight on social media and digital marketing
- · Booth space

COURT SPONSOR \$250

- Acknowledgment during the tournament
- · Spotlight on social media and digital marketing
- Listing on website



Learn about Westfield's history directly from its former citizens. Re-enactors from Westfield Playhouse take attendees on a journey into the past through the Anti-Slavery Cemetery in Asa Bales Park and Old Friends Cemetery Park. This living history walk pairs fascinating historic sites within Westfield with colorful stories from its past. Your sponsorship helps us bring our history to life for local school children and regional history buffs.





MORE THAN 2,950

elementary school students have attended Voices from the Past in the last four years.

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR \$500

- Logo featured on event ad in Our Westfield Washington Network Guide (OWWN), a direct mail reaching over 28,000 residents in Hamilton County (deadline 7/1/17 for fall issue)
- Logo on roadside banner (seen by over 140,000 a day)
- · Four event tickets
- Logo link on event website
- · Social media spotlight and website focus
- · Logo on event programs
- · Inclusion in Westfield Playhouse summer program

HISTORY BUFF SPONSOR \$250

- Logo on event programs
- · Logo on entrance banner
- Inclusion in Westfield Playhouse summer program
- · Social media spotlight and website focus
- · Two event tickets



For the 9th year, the community will come together to build and race hand-built cars at the Grand Junction Derby and Street Festival. Participants wear costumes matching their car's theme and rely on gravity to speed down Union Street as the crowd cheers them on.

In addition to crowning a Derby winner, all participating cars are eligible to win the People's Choice Award and Creative Class Award. Turn your car entry into a great marketing "vehicle" and showcase your business along Gasoline Alley with a 2017 event sponsorship.

"The Parks Department's special events are a wonderful way for folks to spend quality time enjoying what Downtown Westfield has to offer."

KEN KINGSHILL, FORMER EXECUTIVE DIRECTOR DOWNTOWN WESTFIELD ASSOCIATION



SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR





CHECKERED FLAG SPONSOR \$1,500

- Logo on event website
- Booth space with opportunity to distribute materials
- Logo on Gasoline Ally banner
- One complimentary car registration
- Spotlight on social media and digital marketing
- Acknowledgement in event announcements

PIT CREW SPONSOR \$250

- One complimentary car registration
- Listing on website
- Acknowledgement in event announcements
- Listed on Gasoline Ally banner
- Spotlight on social media and digital marketing

TRICYCLE GRAND PRIX SPONSOR \$150

- Listing on website
- Acknowledgement in event announcements
- Spotlight on social media and digital marketing



Barktoberfest is a brand new event for dog lovers! Families and pets will come together for fun activities for all ages and breeds.





SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR \$2,000

- Logo on dog bandanas
- Logo on event flyers
- Logo on road banners (seen by over 144,000 a day)
- · Logo link on website and social media spotlight
- Logo featured on event ad in Our Westfield Washington Network Guide (OWWN), a direct mail reaching over 28,000 residents in Hamilton County (deadline 7/1/17 for fall issue)

AREA NAMING RIGHTS AVAILABLE*

GOLD SPONSOR \$500

- Small logo on event website
- Logo on event day signage
- Acknowledgement in announcements

SILVER SPONSOR \$250

- Name listing on event website
- Social media spotlight
- Acknowledgement in announcements



Downtown Westfield is transformed each December into a Christmas wonderland. This year, Mayor Cook and city residents will flip the switch on thousands of Christmas lights on December 2 to kick off the winter holiday season. The guest list includes Santa himself along with Mrs. Claus, Frosty the Snowman, and even live reindeer! Get into the holiday spirit with a ride on the Santa Express Train, musical performances, and carriage rides. The evening ends with the much-anticipated official tree lighting.

Several areas of the event are available for sponsorship and will be acknowledged throughout the celebration. Your contribution will spread joy and create memories within the community, which is at the heart of the holiday season!



SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR AVAILABLE \$5,000

- Logo on roadside banners (seen by over 250,000 cars a day)
- Logo on printed Santa photos
- Logo link on event website
- Booth with opportunity to hand out materials
- Presenting logo featured on event ad in Our Westfield Washington Network Guide (OWWN), a direct mail reaching over 28,000 residents in Hamilton County (deadline 10/1/17 for winter issue)
- Spotlight on social media and digital marketing
- Presenting logo on signage by Official Christmas Tree all month

TREE SPONSOR \$1,500

- Logo featured on event ad in Our Westfield Washington Network Guide (OWWN), a direct mail reaching over 28,000 residents in Hamilton County (deadline 10/1/17 for winter issue)
- Logo on signage by Official Christmas Tree all month
- Spotlight on social media and digital marketing

AREA SPONSOR \$500

- Logo on signage in sponsored area
- Acknowledgement during the event
- Inclusion on event website and social media







FIRESIDE TALES / WEDNESDAYS OCTOBER 11-25

Every fall, families come out with their blankets and chairs to gather around our camp fire at Simon Moon Park. Westfield's Public Library brings stories to life, while the audiences enjoy s'mores and fun crafting activities.

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR \$150

- Spotlight on social media
- Acknowledgement at event

BINGO BRUNCH / 1ST WEDNESDAY OF EVERY MONTH

Bingo Brunch provides a fun get-together each month, attracting Westfield's senior population. Sponsoring Bingo Brunch is a wonderful opportunity to give back to the community and increase awareness of your business among the fastest growing demographic in Hamilton County: adults age 50 and older.

SPONSORSHIP OPPORTUNITIES

JACKPOT SPONSOR





SEASONAL SPONSOR \$150

Four-month Sponsorship

- Acknowledgment at all four events
- Inclusion on event webpage for sponsored season
- Social media spotlight





In freezing February your sponsorship will help Westfield Parks and Recreation prepare the course for participants who will run or walk their way to the finish line. We encourage registrants to share the love and bring the whole family since this fun run is open to individuals of all ages. This race is held entirely on Grand Park's trails system and will allow participants to experience Westfield's signature sports complex!

SPONSORSHIP OPPORTUNITIES

FINISH LINE SPONSOR \$1,500

- Logo on roadside banners (seen by over 153,000 cars a day)
- Linked logo on website
- Large Logo on event t-shirt
- Spotlight on social media and event website
- Water station branding
- Chance to offer participants prizes
- Logo featured on event ad in Our Westfield Washington Network Guide (OWWN), a direct mail reaching over 28,000 residents in Hamilton County (deadline 10/1/17 for winter issue)

PLATINUM MEDAL SPONSOR \$750

- Large logo on website
- Logo on event t-shirt
- Spotlight on social media and event website
- Water station branding
- Chance to offer participants prizes

GOLD MEDAL SPONSOR \$500

- Medium logo on event t-shirt
- Social media spotlight
- Logo on event website

SILVER MEDAL SPONSOR \$350

- Small logo on event t-shirt
- Logo on event webpage

MILE MARKER SPONSOR \$200

- Brand/decorative mile marker on course
- Option to provide entertainment at marker



2017 SPONSORSHIP FORM

CONTACT INFORMATION

COMPANY	CONTA	ACT	
ADDRESS	CITY	STATE	ZIP
EMAIL		PHONE	
Payment: Westfield Parks and R pledge is received and accepted. however, full payment is due upo Westfield Parks and Recreation a	Invoices can be set up in receipt of any invoi	o to meet your budgeta	ry needs;
Westfield Parks and Recreation Attn: Peter Erotas 2728 E. 171st Street Westfield, IN 46074	n		
Company Information: Upon replease email your company logo perotas@westfield.in.gov. Please formats. Any logos received after materials for the event.	(if required for your s provide one high-res	sponsorship level) to olution logo in both .ep	os and .jpg
Contract: Once payment is made and therefore will not be cancele event of any cancellation, NO REI	d unless there are thr	reatening weather con	
On behalf of this agreement with regard to ou events selected on this form.			
Signature:		Date:	



2017 SPONSORSHIP FORM

Thank you for your interest in being a 2017 City of Westfield Community Event sponsor. These events are hosted by the City of Westfield Parks and Recreation Department. Please select the sponsorship(s) by checking the appropriate boxes below.

EVENT NAME AND DATE	SPONSORSHIP LEVELS			
Arbor Day APRIL 22	Title Sponsor*	Green \$1,500		
Daddy Daughter Dance APRIL 29	Kingdom Sponsor \$1,000	Royalty \$500	Nobility \$250	
National Trails Day JUNE 3	Title Sponsor	Treasure \$250		
Touch a Truck JUNE 8	Title Sponsor 51,000	Monster Truck \$500	Off Road \$250	
Westfield Rocks the 4th JULY 4	Tit. SOLD OUT	Patriot \$2,500	<i>Liberty</i> \$1,500	Colonial \$1,000
Headliners Car Show	Tit SOLD OUT	Platinum \$1,500	Gold	Silver \$500
Amigos de Westfield AUGUST 26	Title Sponsor*	Enriching Cluture \$1,500	Celebrating Diversity \$500	Embracing Heritage \$250
Mayor's Cup Tournament AUGUST 26	Title Sponsor*	<i>Trophy</i> \$1,500	Court \$250	
Voices from the Past SEPTEMBER 8	Title Sponsor 5500	History Buff \$250		
Grand Junction Derby & Street Festival OCTOBER 7	Tit SOLD OUT	Checkered Flag \$1,500	Pit Crew \$250	Tricycle Grand Prix \$150
Barktoberfest OCTOBER 28	Title Sponsor \$2,000	Gold \$500	Silver \$250	
Westfield in Lights! DECEMBER 2	Title Sponsor 55,000	<i>Tree</i> \$1,500	Area	
Fireside Tales FALL SERIES	OCTOBER 11 Title Sponsor \$150	OCTOBER 18 Title Sponsor \$150	OCTOBER 25 Title Sponsor \$150	
Bingo Brunch MONTHLY	Tit SOLD OUT	Seasonal \$150		
Melt the Trail FEBURARY 2018	Finish Line Sponsor \$1,500	Platinum \$750	Gold \$500	Silver \$350 Mile Marker









WANT TO GET INVOLVED?

It's our community that makes Westfield the best small city in America. We are fortunate to have both individuals and businesses that want to help our city grow and thrive. It is this desire to be involved in our community which makes Westfield what it is. We want to do our best to cultivate your desire to get involved. This is why we are more than happy to work with you on customizing sponsorships, giving in-kind gifts, or volunteering in order to fit your business needs.

If you are interested in getting involved or want more information, please fill out the form below or contact us at:

Peter Erotas

Community Outreach Manager, Parks & Recreation O:317-804-3183 M:317-416-1572 perotas@wesfield.in.gov

GET INVOLVED

NAME	COMPANY
EMAIL	PHONE
ADDRESS CITY _	STATE ZIP
EVENT OF INTEREST	
HOW YOU WANT TO SUPPORT	













PETER EROTAS





